

CONNECTICUT
HEALTHCARE
INNOVATION PLAN



CT SIM

Communication

Vehicles:

May 1st, 2015

CT SIM Communication Vehicles

The PMO is preparing to roll out several communication vehicles in order to:

- ensure all governance participants have a full understanding of SIM related work
- raise awareness among members of SIM governance and the public about SIM initiatives
- frame or educate key issues for governance and/or the public
- communicate national events and initiatives and implications for our work; place SIM work in a national context
- raise awareness of Connecticut SIM related achievements

CT SIM Communication Vehicles

Target Audience	Name of Publication	Frequency	Content
1 Governance and Core Team	Cross-Stream Update	Monthly	Progress on SIM work streams and the work of the Councils and CAB including key milestones and decisions
2 General Public and Governance	Issue Brief	As needed	A description of SIM topics, themes, initiatives, and terminology
3 General Public and Governance	News	As needed, minimum weekly	Healthcare news that relates to SIM with some commentary; major SIM milestones or products (e.g., physician survey)
4 General Public and Governance	Monthly Round-up	Monthly	A summary of SIM-related news/info/context/ commentary covered in prior communications